



This Business Coupe is especially designed for the professional and business man. It is ideal for fleet users. The rear luggage compartment has a capacity of more than 10,000 cubic inches. Buyers of this type of car want the most for their money; they demand the greatest efficiency, durability and comfort. This Auburn Business Coupe offers advantages obtainable in no other car. Straight Eight 98 H. P. motor; 127" wheelbase; automatic chassis lubrication; X-type cross member in twist-proof frame; Silent-Constant mesh transmission; a 42" door; and many other features that make its value outstanding. Custom models include L. G. S. Free Wheeling. Ask your Auburn dealer, or write us. **\$995** f. o. b. factory. Rumble seat additional.

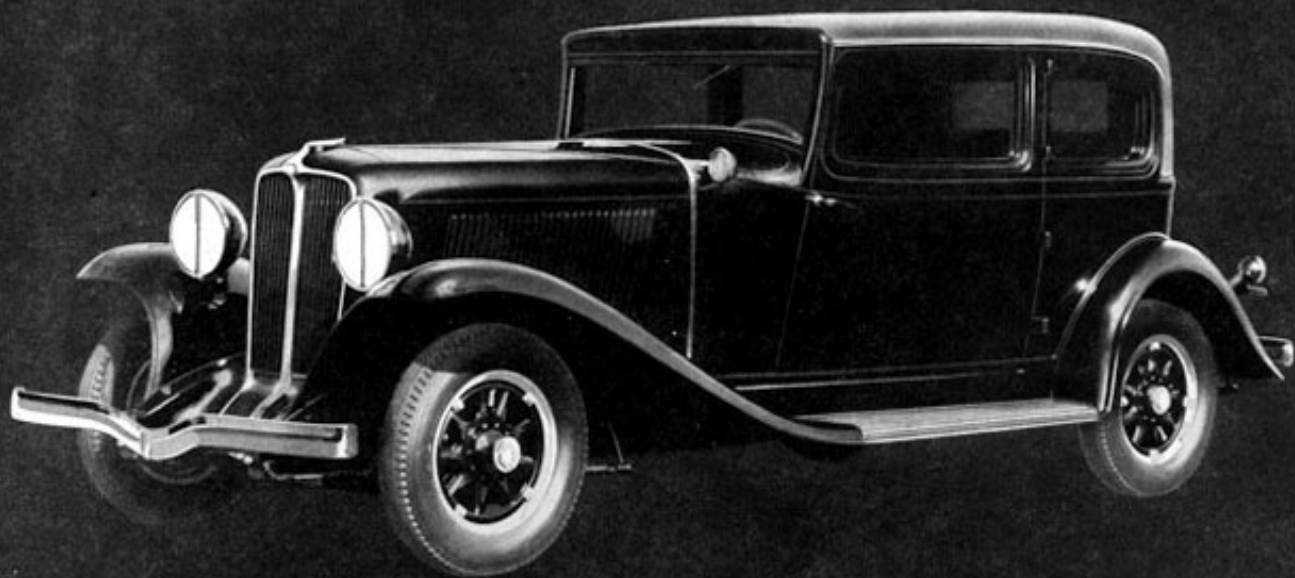
AUBURN
POWERED BY LYCOMING

The car illustrated above is the Business Man's Coupe. Silent-Constant Mesh in Standard Models. All Custom Models include Free Wheeling.

Custom models 8-98A	Standard models 8-98	Canadian List prices, freight to be added	Standard models 8-98
5-passenger, 2-door Brougham \$1145	5-passenger, 2-door Brougham \$ 945	5-passenger, 2-door Brougham \$1695	5-passenger, 2-door Brougham \$1405
Business Man's Coupe 1195	4-door Full Sedan 995	Business Man's Coupe 1895	4-door Full Sedan 1475
Convertible Cabriolet 1245	Convertible Cabriolet 1045	Convertible Cabriolet 1975	Convertible Cabriolet 1545
4-door Full Sedan 1195	Convertible Phaeton Sedan 1145	4-door Full Sedan 1895	Convertible Phaeton Sedan 1690
Convertible Phaeton Sedan 1345	Business Man's Coupe 995	Convertible Phaeton Sedan 2125	Business Man's Coupe 1475
All prices f. o. b. factory	AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA	Equipment other than standard, at extra cost	Prices subject to change without notice.

AUBURN

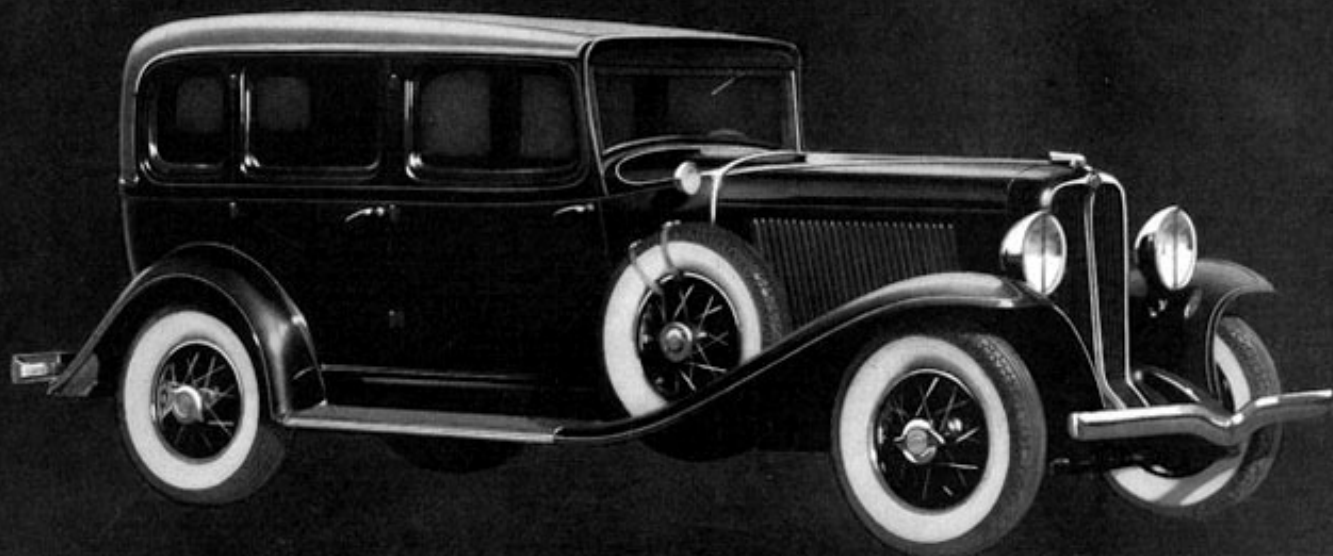
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A manufacturer's success is a public trust. Each step in upward growth must solidify the foundation for even greater public service. Auburn has enjoyed a rapidly increasing car-owner acceptance during the past six years. It is our bonded obligation to make Auburn's success retroactive to the public, in the form of continually better merchandise at lower commensurate cost. The new Auburn Straight Eight models represent our utmost effort to deserve past confidence and to merit future growth.



The car illustrated above is the Five-Passenger 2-Door Brougham. Silent-Constant Mesh in Standard Models. Also Free Wheeling in Custom Models
Custom models: 8-98A 5-passenger, 2-door Brougham \$1145; Business Man's Coupe \$1195; Convertible Cabriolet \$1245; 4-door Full Sedan \$1195; Convertible Phaeton Sedan \$1345. All Custom Models include Free Wheeling. Standard models: 8-98 5-passenger, 2-door Brougham \$945; 4-door Full Sedan \$995; Convertible Cabriolet \$1045; Convertible Phaeton Sedan \$1145; Business Man's Coupe \$995. All prices f. o. b. Connersville, Indiana. Equipment other than standard, at extra cost. AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA



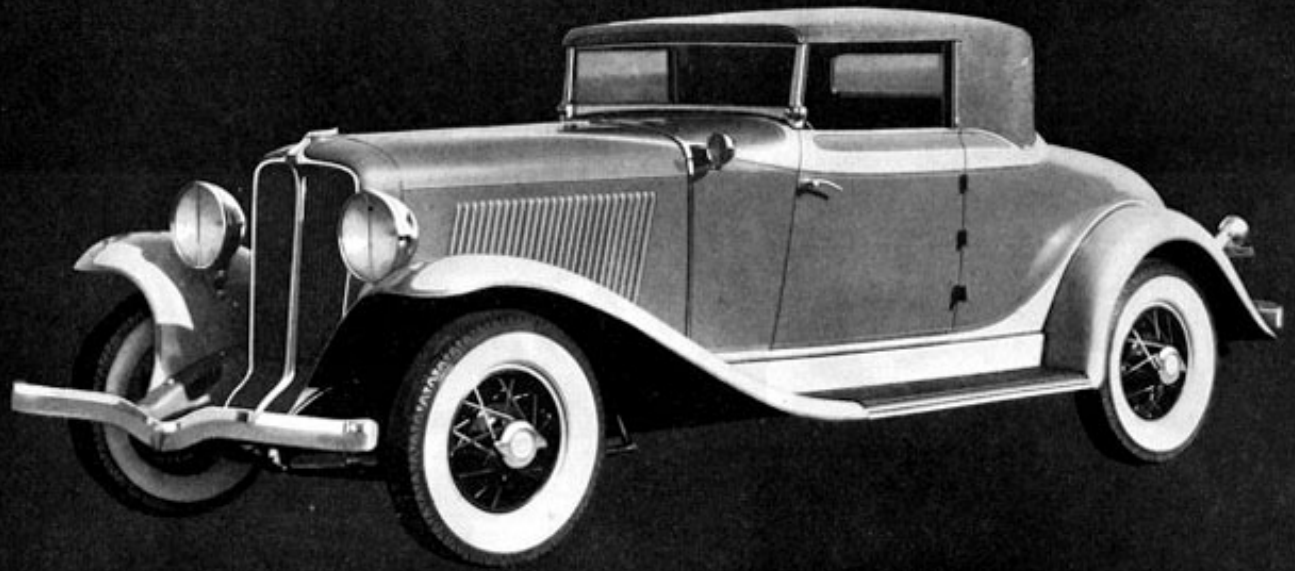
It has remained throughout all history, the most prized of man's possessions—a Good Name! Mere money cannot purchase it, nor can this surpassing reward be had for the claiming. To be won, it must be deserved, and it can be held only through keeping faith. Five brand-new Straight Eight Models have been created, not simply for the temporary aim of excelling competition, but for the enduring purpose of adding new luster to, and wider confidence in, the good name of Auburn.

All Custom Models Have Free Wheeling

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Custom models 5-98A 5-pass. 2-door Brougham \$1145; Business Man's Coupe \$1195; Convertible Cabriolet \$1245; 4-door Full Sedan \$1195; Convertible Phaeton Sedan \$1345. All Custom Models include Free Wheeling. Standard models 5-98 5-pass. 2-door Brougham \$945; 4-door Full Sedan \$995; Convertible Cabriolet \$1045; Convertible Phaeton Sedan \$1145; Business Man's Coupe \$995. All prices f.o.b. Connersville, Indiana. Equipment other than standard, at extra cost.



The story has often been told of the employee in the Patent Office who resigned his position thirty years ago because "every new improvement had been invented." Auburn believes the need for pioneering in the automobile industry is greater today than ever, and places a self-imposed requirement upon itself to lead in this respect. Having won a reputation for leadership it is obligatory that Auburn maintain it. That is the basis upon which we invite you to compare the new Auburn Straight Eight models.

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The car illustrated above is the Convertible Cabriolet. Silent-Constant Mesh in Standard Models. Also Free Wheeling in Custom Models

Custom models 8-98A: 5-passenger, 2-door Brougham \$1145; Business Man's Coupe \$1195; Convertible Cabriolet \$1245; 4-door Full Sedan \$1195; Convertible Phaeton Sedan \$1345. All Custom Models include Free Wheeling. Standard models 8-98: 5-passenger, 2-door Brougham \$945; 4-door Full Sedan \$995; Convertible Cabriolet \$1045; Convertible Phaeton Sedan \$1145; Business Man's Coupe \$995. All prices f.o.b. Connersville, Indiana. Equipment other than standard, at extra cost. Canadian List prices, freight to be added. Custom models 8-98A: 5-passenger, 2-door Brougham \$1695; Business Man's Coupe \$1895; Convertible Cabriolet \$1925; 4-door Full Sedan \$1895; Convertible Phaeton Sedan \$2125. All Custom Models include Free Wheeling. Standard models 8-98: 5-passenger, 2-door Brougham \$1145; 4-door Full Sedan \$1175; Convertible Cabriolet \$1245; Convertible Phaeton Sedan \$1695; Business Man's Coupe \$1475. AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA.

FAITH IN AMERICA

In times of adversity people are apt to lose faith in themselves — in their businesses — even in their country and its future, therefore, this advertisement is based, not on promises or predictions, but purely on facts and figures.

It is submitted to the business men of America as proof that value at a low price will be recognized even in trying times.

AUBURN'S success is not an accident — it is the result of plans and policies outlined years ago.

It has been AUBURN'S creed to pass back to the public the benefits of public acceptance and patronage and in this year when buyers have scrutinized values as never before AUBURN was ready to give them the greatest value it has ever offered.

As a result, AUBURN enjoys the greatest success in its history.



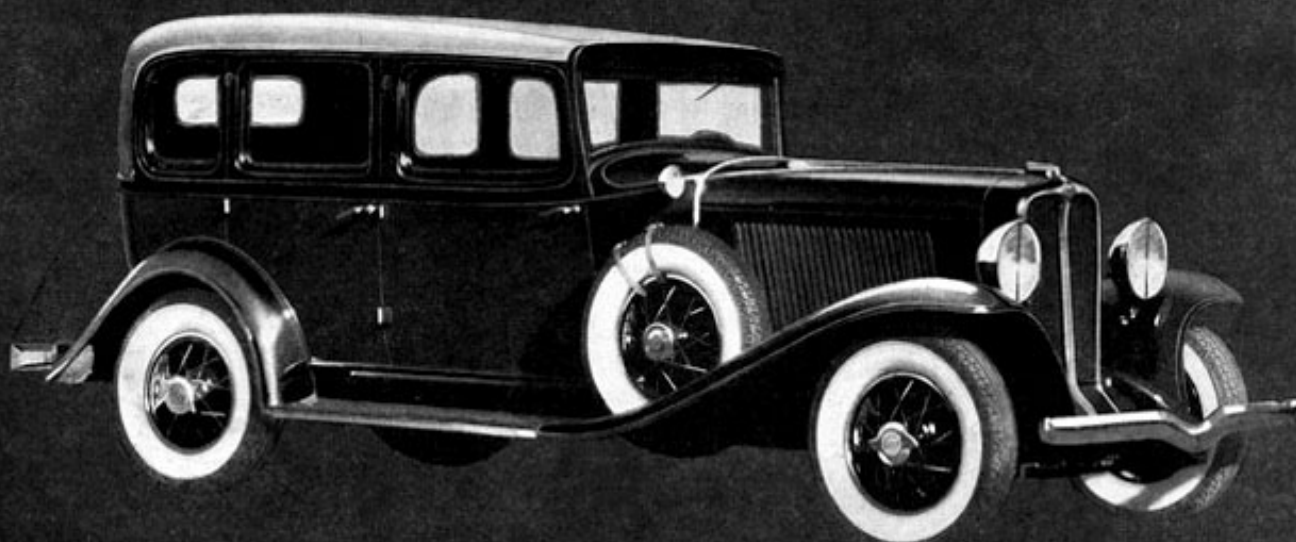
AUBURN
AUBURN AUTOMOBILE CO., AUBURN, IND.



The secret of Auburn's success is very simple. It lies in building a better automobile and then selling it for less money. Anyone can verify this claim by making comparisons. That is why many thousands more Auburn cars have been sold this year than during all of last year. As a result of the enthusiasm of Auburn owners, the world has learned to expect more from Auburn. To prove worthy of its position of leadership Auburn's vigilance is never relaxed.

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The car illustrated above is the 5-passenger Sedan, Silent-Constant Mesh in Standard Models. All Custom Models include Free Wheeling. Canadian List prices, freight to be added.

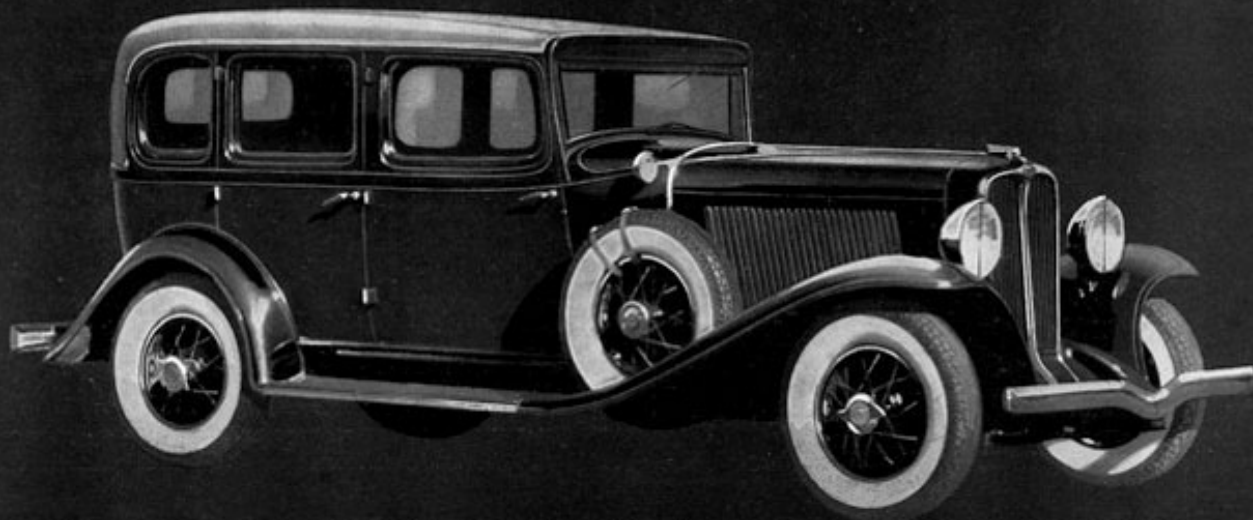
Custom models 8-98A		Standard models 8-98		Custom models 8-98A		Standard models 8-98	
5-passenger, 2-door Brougham	\$1145	5-passenger, 2-door Brougham	\$ 945	5-passenger, 2-door Brougham	\$1245	5-passenger, 2-door Brougham	\$1445
Business Man's Coupe	1195	4-door Full Sedan	995	Business Man's Coupe	1090	4-door Full Sedan	1515
Convertible Cabriolet	1245	Convertible Cabriolet	1045	Convertible Cabriolet	2070	Convertible Cabriolet	1790
4-door Full Sedan	1195	Convertible Phaeton Sedan	1145	4-door Full Sedan	1990	Convertible Phaeton Sedan	1735
Convertible Phaeton Sedan	1345	Business Man's Coupe	995	Convertible Phaeton Sedan	2230	Business Man's Coupe	1515
7-passenger Sedan	1395	7-passenger Sedan	1195	7-passenger Sedan	2325	7-passenger Sedan	1975

All prices l. o. b. factory. Equipment other than standard, and wire wheels, at extra cost. AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA. Prices subject to change without notice.



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The car illustrated above is the 5-passenger Sedan. Silent-Constant Mesh in Standard Models. All Custom Models include Free Wheeling. Custom models 8-90A; 5-passenger, 2-door Brougham \$1145; Business Man's Coupe \$1195; Convertible Cabriolet \$1245; 4-door Full Sedan \$1195; Convertible Phaeton Sedan \$1345; 7-passenger Sedan \$1395. All Custom Models include Free Wheeling. Standard models 8-90B; 5-passenger, 2-door Brougham \$945; 4-door Full Sedan \$995; Convertible Cabriolet \$1045; Convertible Phaeton Sedan \$1145; Business Man's Coupe \$995; 7-passenger Sedan \$1195. All prices f. o. b. factory. Equipment other than standard, and wire wheels, at extra cost. Prices subject to change without notice.

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA